

3/5/91

WVCW is Hardly 'College Radio'

Editor,

I'm writing to you in regard to the "New Era for WVCW" (CT, Feb. 26) article. I hate to make a personal attack on Max Ryder, WVCW general manager, but he seems to be the root of the problem at the station.

First, Mr. Ryder, we do not have "the No. 1 college radio station." In fact, we do not have a college radio station at VCU at all. Mr. Ryder, you should take a listen to WDCE (University of Richmond) so that you could hear college radio.

Obviously you are quite ignorant of what college radio is. College radio is not about flashy disc jockeys playing rotation and trading advertising spots for circus tickets.

My questions for Ryder are: Has he heard college radio? Does he care about independent music (bands without major label backing)? Does he care about the vast amount of Richmond bands he could

help? Is Ryder just seeing WVCW as a good stepping stone on his way to becoming a Wolfman Jack Jr. at XL102?

I, unlike Ryder, do not have five years of experience in the radio business. But it seems to me that if WVCW plays the same format as XL102, Q 94 and B 103.7, won't people just listen to the easier-to-receive FM stations?

On the other hand, if WVCW actually played college radio, the people who struggle to get WDCE or suffer without a good college/independent radio station would listen.

Mr. Ryder, this is when you will get an audience. Whoever came up with the new slogan needs to listen to a few genuine college radio stations. For instance: WCDB, University of New York-Albany; KALX, University of California-Berkley; WTJU, University of Virginia or WRCT, Carnegie-Mellon University. I could go on for quite a while naming college stations that would blow WVCW and Ryder right back to the bottom of Dick Hungate's coffee cup.

Mr. Ryder, you are doing a great disservice to the VCU listening community, Richmond area bands and independent music all over the country. I sincerely hope you receive a good drive-time position at XL102 so WVCW can start a new era with a general manager who actually desires to forward college radio and its components and not just his own career.

-David Jones